

The letter below was sent to the Department of Alcoholic Beverage Control (ABC) from Councilman Peters.

January 30, 2004

Mr. Steven Ernst
District Director
Department of Alcoholic Beverage Control
1350 Front Street
Room 5056
San Diego, CA 92101

RE: File Number 409280, Beverages and More Inc., 844 Pearl Street, La Jolla, CA 92037

Dear Mr. Ernst:

I oppose the application of Beverages and More, Inc. for an alcoholic beverage license at 844 Pearl Street, La Jolla, CA 92037.

Parking and Traffic Concerns

Beverages and More may need more parking spaces than are available at 844 Pearl Street. The former Warehouse music store had 15 dedicated parking spaces, which was never enough for the volume of traffic at this location. Five of those spots have now been converted into a loading dock for the proposed Beverages and More store. This gives the entire store only 10 spots for both customers and employees. In addition, the parking spots are accessed off on an alley that is not intended as an ingress/egress point for a retail store. La Jolla is already subject to high levels of traffic and parking problems, especially in this area of the village. The size and use of this facility would put an undue burden on the surrounding businesses and their customers.

Undue Concentration of Alcoholic Beverage Purchase Stores

There are five stores that sell alcoholic beverages within a very short distance of 844 Pearl Street. The stores are: Dick's Liquor (737 Pearl Street); Wine Time (7474 La Jolla Boulevard); Long's Drugstore (7525 Eads Avenue); Von's Supermarket (7544 Girard Avenue); and Jonathan's Market (7611 Fay Avenue). These stores are well-established in the neighborhood, but any additional liquor stores in this immediate vicinity may substantially harm the character of the neighborhood.

I support the community on the opposition to the Beverages and More, Inc. store and urge you to reject the application. Thank you for your time and consideration. Please feel to contact Betsy Brennan of my staff at (619) 236-6972 with any additional questions or concerns.

Sincerely,

Scott Peters

cc: Chief William Lansdowne, SDPD

Claude Anthony Marengo, LJCPA
Sherri Lightner, LJTC
Deborah Marengo, Promote La Jolla